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Superfection
World's
Greatest
Everbearer
Index*
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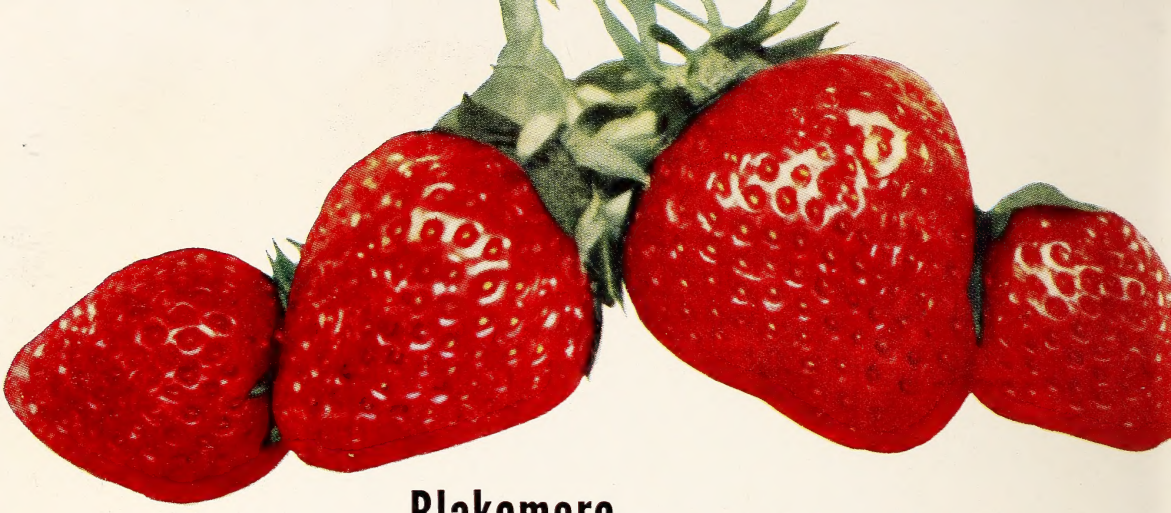
FEB 20 1956
U. S. Department of Agriculture

Allen's

1956

Book of Berries

Empire "Sure-fire" for northern states



Blakemore The great southern shipping berry
Grown on more acres than any other variety in the world

Tennessee Beauty

For years our best money-maker
Pretty
Productive
Processor
Profitable

Fairfax beds for 1956 from virus free stocks.

THE PLANT SITUATION — 1956

The outstanding performance of plants grown from VIRUS FREE stocks continues to dominate the strawberry scene. If you are a strawberry grower, large or small, you simply cannot afford to be without this planting stock. Not only is it easier to grow a good fruiting bed but the crops are huge and the profits greatly increased.

All of our stocks are from these virus free sources on the following varieties: Catskill, Sparkle, Fairfax, Robinson, Tennessee Beauty, Blakemore, Pocahontas, Dixieland, Armore, Albritton, Tennessee Shipper, Senator Dunlap, Redstar, Midland, Missionary, Klondyke, Klonmore, Massey and Vermilion. Most of our Premier is virus free, a few of the regular stock being retained for reasons given on page 8. Outstanding for vigor among varieties where virus free stocks are not yet available are Empire, Erie and Big Joe.

Among the newer varieties Pocahontas, Armore, Albritton and Dixieland continue to shine in sections where they are adapted. Stelemaster, highly resistant to red stele, is a valuable addition for growers where soil is infested with this disease.

The sawdust mulch spaced plant system is proving a boon to those who like their everbearers. SUPERFECTION is way out in front as the best of the everbearing kinds.

Plant supplies are adequate on nearly all the leading varieties in spite of hot dry weather in the early part of the season. Those wonderful, hard-to-grow varieties — Midland and Redstar — are short, but the plants we have of them are virus free and our few beds have made a fine growth.

As this is written in late fall, 1955, all our plants look great. Why not plan to use some of them?

ALLEN'S PLANTS, standard for the industry for 71 years, are still your best bet for big crops of better berries.

Delaware Co., Pa. March 10, 1955. "Still have a little garden patch of berries in my 90th year. My first order to your father was 70 years ago." N. P. Walton

PICKING THE WINNERS

A Bird's-eye View of the Best

Early

PREMIER The safe early strawberry. Frost Proof. Has never missed a crop. Very productive, profitable in all northern and middle states. After 41 years still the most widely planted strawberry in the north.

EMPIRE A new one from New York, making fine record in Premier territory. Empire excels Premier in size, quality, firmness and beauty; equal in vigor and productiveness.

FAIRFAX The top-quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted, North and Middle South. Where quality tells, Fairfax sells!

BLAKEMORE A great shipping berry for the southern and lower middle states. Most widely grown of all varieties. Light, tart, firm and attractive. Experts predict **DIXIELAND** will largely replace Blakemore. **Dixieland** berries larger than Blakemore, equal for shipping and processing.

Midseason

CATSKILL The leading midseason berry. Heaviest producer of any leading variety—more big berries. Good quality, firm, attractive, excellent for freezing. Virus free plants now available regain original Catskill vitality and productiveness. Adapted from Canada south to Missouri and North Carolina. Best midseason berry—it's safe. **BIG JOE,** a fine old variety. Still vigorous after many years of bearing. Berries big, good.

POCAHONTAS Strongest grower on our list—healthy too. Berries light, large, firm, tart, attractive, and oh so many! In two years Pocahontas popularity has zoomed! **TEMPLE**—first introduced as red stele resistant variety. Excellent quality for home or market. Good shipper.

Late

TENNESSEE BEAUTY Our most profitable commercial berry. Our favorite of all recent introductions. Excellent for home garden, super-duper for freezing. Adapted middle South to middle North. Our record here: 12,700 quarts per acre.

ROBINSON Berries very large, light, attractive. They bring top prices. Becoming very popular in northern and upper middle states. Plants easy to grow, very productive.

SPARKLE Extra vigorous virus-free plants now available. Red stele resistant. A quality and quantity producer for northern states. Very vigorous, very productive. Berries medium size, excellent quality, rich red clear through—becoming popular for freezing.

ARMORE Blakemore x Aroma. Very large, very productive, very promising. Well worth trying.

Everbearing

SUPERFECTION World's greatest everbearer. Our first choice of them all because it is easiest to grow and most productive of fall berries. Your best bet for berries this year.

ALLEN'S WINNING PLANTS

For the past three years the vigor and growth of Allen's nursery fields have been really amazing. For 70 years we have been supplying strong, well rooted, true-to-name plants, handled and packed to reach the grower with their vitality unimpaired. The superior stock which we have been able to supply for the last three years is the result of many new practices, some of them not even heard of a few years ago. The results of these practices justify you in using Allen's plants. **Planting Stock:** All but a few of our varieties are grown from virus free stocks, indexed by the U. S. Department of Agriculture at Beltsville, Md. Free from virus means full of vigor.

TREATMENT

Fumigation. All our fields, in addition to being fertile and well drained, are fumigated before setting to eliminate or reduce nematodes which have been recognized as a serious factor in preventing the biggest possible crops.

Plant Food. A ton per acre of high grade fertilizer containing nitrogen, phosphorus and potassium is used during the growing season.

Minor Elements. 100 lbs. of minor elements are added with each ton of fertilizer, including boron, manganese, copper, magnesium and zinc. If any plant or any variety needs one bite of one of these minor elements for maximum strength and vigor it is there to be used.

Chlorodane. 10 lbs of chlorodane per acre are spread with the fertilizer. This is to kill aphis, ants, cut worms and other pests which might destroy or weaken some of the plants.

Dusting. After the plants have started growth, in addition to good cultural practices, they receive 10 to 14 dustings with parathion dust to eliminate insect enemies like aphis, red mite, etc., and particularly the aphid which carried the virus organism. Virus free stock is kept virus free for you at ALLEN'S.

RESULTS: Exceptional beds of plants of all varieties in hot dry seasons as well as in wet years. We have achieved these results without irrigation because we allow the drought no allies. Results justify you on depending on ALLEN'S plants for your own setting.

14 DUSTINGS?

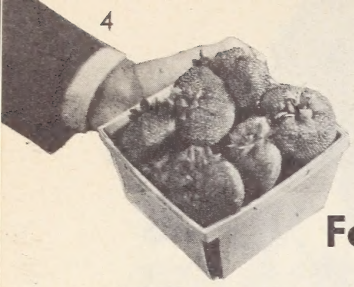
Question: Will it pay me to dust my virus free plants 14 times to help keep them free from virus?

Answer: No! But we recommend renewal of planting stock every year or two from us or from someone else who follows a complete modern program of producing nursery plants including not only 14 dustings but also soil fumigation for nematode control, chlorodane for aphis control and a complete plant food program including minor elements. In this way you profit by the increased vigor and productiveness of the virus free stock because the depressing effect of virus infection is usually not serious for the first year or two.

Frequent renewal of planting stock from the very best sources enables you to maintain the highest standard of growth and productiveness with little or no increase in cost as compared with using your own plants for setting. The time and cost of the dustings, plus the cost of digging your own plants and the reduced yield because of the rows dug, will usually equal the cost of the best virus free stock. Even if such stock would cost somewhat more it would be well worth it.

IN BUYING PLANTS do not settle for less than the best.

As one of our southern customers wrote recently, "Your plants are aristocrats and they grow accordingly, upright and fine."



BERRY GARDENS
for
Family Health and Enjoyment

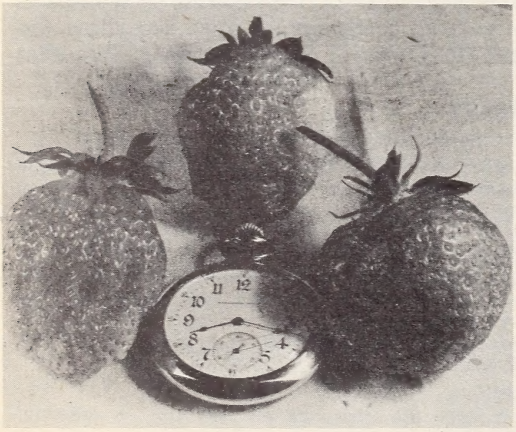
Add Luxury to your Living with Lots of Luscious berries from a Lovely Little Garden

The price you pay when you buy good berries and the delicacies of taste and flavor which they provide would rate strawberries a luxury. But actually it need not be so. Every family with a small plot of ground could and should have a strawberry garden. Experience is not necessary —beginners can grow them successfully and profitably. Strawberries are enjoyed in many ways—fresh from the vines, sugared down, in preserves and jam, in strawberry short cake, that delicious dessert which ranks with apple pie as a national favorite. Frozen berries provide a way to lengthen the all too short berry season and enjoy that "fresh" flavor the year round.

Don't forget the health angle. Strawberries are a delicious and healthful food and provide an unsurpassed source of Vitamin C.

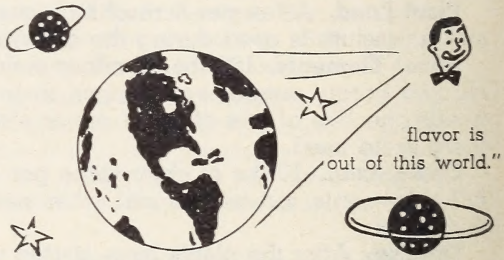
Superb for sharing. What more delightful gift than a quart or two of these sparkling beauties? They'll make and hold. friends, even if they envy you a bit.

A budget saver! Why spend money on lesser desserts with plenty of these ruby red gems sparkling on the vines?



WHY DON'T YOU TRY IT TOO?
"Tastes like a berry should."

Stephenson Co. Ill. June 30, 1955. "We are so pleased with the collection of berry plants that we received from you in 1954, this being the first year for our berries of course. We have only a little garden space, expected to get enough berries to eat sparingly, and have we ever had a crop! Plants real tall and berries 2½ to 3 inches around—all meat and tasting like a berry should. Just wonderful." ALFRED SCHRAMM.



"Flavor out of this world!"

Rockland Co. N. Y. June 8, 1955. "My sincere congratulations to real strawberry people. We have picked over 240 heaping quarts of berries from the 125 Catskill plants that we purchased from you in 1954, and are still picking. The berries are beautiful and the flavor is out of this world." JERRY Y. CARNEGIE.

"Fairfax for Flavor, Catskill for Yield"

Ashland Co. Ohio. Feb. 15, 1955. "I am not a commercial grower, but I do enjoy a small plot in my garden of 200 plants. My choice is Fairfax for flavor and Catskill for yield and large berries. Have ordered berries from you for the past 10 years and always received fine plants." W. R. WITT.

Delaware Co. Ind. June 7, 1955. "Last year I bought 50 Empire plants and do I have berries! They beat any berry that I have ever raised for flavor and bearing. They hold their size and they just laid in winrows when they started to get ripe. From now on its Empire for me for they sure agree with Indiana dirt." R. L. LOWE.

BERRY GARDENS
for
Easy Extra Money

Strawberries are adapted to so many situations they could justifiably be called the universal extra money crop.

1. They are grown successfully in every state.

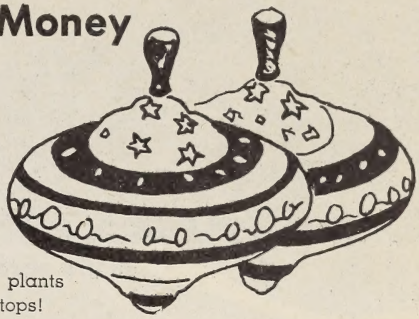
2. The work is light and healthful, making strawberry raising ideal for old or retired folks, whose energies are less than they used to be; for young folks, to provide them interesting and profitable endeavor—perhaps to save for college or other worthy purpose; for people with part-time jobs to supplement their income; for the woman of the house for pin money; for farmers with small acreage who need a high income per acre crop.

3. Good strawberries are easy to sell. Their beauty, delightful flavor and usefulness appeal to all.

These letters are typical of many who are making this extra money from their berry gardens.

"Most profitable ever."

Bucks Co. Pa. Sept. 15, 1955. "We have a small patch of 150 plants we bought from you in 1954, and the 50 Tennessee Beauty were the most profitable plants we ever had." H. B. LESLIE.



"Your plants are tops!

"Customers Beg for Quality Berries"

Manitowoc Co. Wisc. Feb. 7, 1955. "Your plants are the tops! The plants I ordered from you did well in spite of the dry hot summer we had in this area. As Father Time is catching up with me a small patch is all I can handle, but it is fun to have customers begging for quality berries at 50c a quart." WALTER E. BLUMENTHAL.

"Nothing less than 50¢ a quart"

Wayne Co. Ind. Feb. 8, 1955. "Last summer we picked over 1,000 quarts of Superfection from your plants and did not get less than 50c a quart for them. Your plants are swell." ANDREW KUTTER.

"500 Quarts from 125 Plants"

New Kent Co. Va. May 26, 1955. "Our 125 strawberry plants that we bought from you last spring are trying themselves. Never have we or our neighbors seen such nice large berries. I believe before the season is over they will have produced close to 500 quarts." MRS. W. P. TUNSTALL.

Profits ahead from fields like this.

STRAWBERRIES AND MONEY

Success or failure in any commercial venture is usually judged on the basis of how much money you make or lose. There are other considerations—health, exercise, the satisfaction of producing something beautiful as well as useful that can be shared with friends or even bragged about a bit. But the main thing is, Did you make any money?

The record of years has proved strawberries to be one of the best of all money crops —a reasonably sure profit far larger per acre than for most other crops. Production of **GOOD BERRIES** adds to the certainty of **BIG PROFITS.**

As to prices, look what actual market figures show!

1. Good berries sold for 20 to 60¢ per quart more than others all season!
2. Good berries sold high enough to yield a good profit all season!
3. Good berries sold well wherever they came from all season!

Wherever you live GOOD BERRIES will make you MONEY!

1955 PRICES

New York Wholesale Produce Market May 2 to July 5. Figures include berries from North Carolina, Virginia, Maryland, Delaware, New Jersey, New York and Connecticut as berries in each section ripened.

Date	Highest	Lowest	Difference
May 2	.75	.55	.20
May 4	.80	.30	.50
May 9	.60	.18	.42
May 13	.50	.23	.27
May 19	.65	.25	.40
May 24	.45	.20	.25
May 31	**.65**	.20	.45
June 3	**.75**	.15	.60
June 8	**.60**	.20	.40
June 13	**.70**	.10	.60
June 17	**.70**	.20	.50
June 23	**.75**	25	.50
June 28	**.60**	.20	**.40**
July 5	**.60**	.30	.30

The Early Bird

Strawberries ripen **Earlier** in the year than any other fruit crop.

Strawberries bear quicker after planting **than any** other fruit crop.

$1500.00 - Less than half an acre

Chester Co. Pa., June 20, 1955. "Over the years I have had a good many strawberry patches but am no berry expert. Last year I got from you 1,000 plants each of Empire, Catskill and Tenn. Beauty, somewhat less than one-half acre. These plants have grown and made wonderful beds. Although we have had a week of wet cold weather during harvest we have picked over 3,900 quarts and expect some 300 more, taking in wholesale about $1,500.00 so far." H. C. BARKER.

FAIRFAX

First for Fine Flavor

Worthy of a Silver Spoon

All our plants of Fairfax this year are from virus free sources and their growth has been amazing. (See picture below.) Fairfax has always had beautiful healthy foliage. It has been popular in ornamental plantings where beauty of foliage as well as fruit is a factor. The same extra virus free vigor which makes beautiful foilage enables Fairfax to make plenty of plants with berries that are large and more plentiful than ever. Always a moderately heavy producer, this new stock of Fairfax has tried to out do all its previous fine records for production.

The berries are just super-duper in quality. It is the garden berry deluxe! As one Washington grower commented, "Of course Fairfax stands at the top in quality."

Fairfax is outstanding as a roadside market berry. Wherever consumer can buy strawberries by variety name Fairfax will be favored. It provides a taste treat which few can forget. Fairfax berries average large in size, many of the first berries being fan-shaped, with the later berries being round and pointed. Fairfax berries are very firm, being fully as solid as Blakemore. Fairfax berries are very attractive. When they first ripen they have a very bright rich red color which darkens on holding, becoming almost purple before decay starts.

Fairfax berries should be picked closely, especially in commercial fields. If picking is neglected the bright early berries mixed with the dark berries which have been ripe for several days present a somewhat mottled appearance which is not favored on many wholesale markets.

In retail markets the dark red color of Fairfax has become associated with unequaled flavor. Consumers buy Fairfax and come back for more of those wonderful dark red berries.

Fairfax is well adapted from the latitude of Virginia north. Every garden and small planting in that area should have some of the garden berry deluxe. Price list page 32.

PREMIER

The Frost Proof Berry

A man now forty-one was just a new born baby in 1915 when Premier was first introduced. Premier quickly became very popular and spread throughout the northern states more rapidly than any other variety in history. Today, after 41 years, it is still the most widely grown variety of strawberries in the northern states.

The lasting popularity of Premier is based on its ability to produce SURE CROPS AND BIG CROPS. Its ability to withstand frosts has been demonstrated many, many times. Premier's ability to yield heavy crops has been responsible for most of the high records for yields and profits in its area.

Premier territory reaches from the high altitudes of Tennessee and North Carolina all the way into Canada. Premier berries grown on lower altitudes in the south are not as high in quality and appearance as those on higher altitudes and in the northern states.

Premier berries, while not the most beautiful, are very attractive in appearance and are popular in most northern markets. They sell well and the volume insures a profit. Premier berries rate high enough, both in firmness and freezing quality, to have good acceptance by buyers either in the fresh market or for processing. The quality of Premier berries is good—not as high as Fairfax, Empire and Fairpeake, but better than Robinson, Blakemore, Pocahontas, etc.

Premier for early and Catskill for mid-season and late berries form a sure-fire yield and profit combination for northern growers.

One of the things which has helped Premier make its fine record is the complete freedom of the foliage from diseases. This was true even after virus and other factors weakened most Premier stocks so that it was difficult to get a good fruiting bed. Vigorous strains of regular Premier which do make a good fruiting bed are still available. However, a large percentage of Premier plants offered for sale in the last year or two are from the vigorous, power-packed, new virus free Premier stocks. These look slightly different from the regular Premier. Foliage is more vigorous and runner production greater; berries are identical in size and shape but are somewhat lighter in color—possibly also slightly less firm. The main thing about which we had our reservations was the ability of virus free Premier.

to withstand frosts like the regular stock. We now believe that it has that ability in full measure, as the following experience by a grower way up north will testify: Ontario, Canada., Feb. 18, 1955. "The plants I have had from you for the last two years have done exceptionally well. The virus free stock was outstanding. The Premier was lighter in color and somewhat softer but yielded very heavy and the frost damaged several other varieties but did not damage the virus free Premier." JOHN E. COOPER.

Our present stock of Premier is nearly all grown from the extra vigorous, virus free sources. Your Premier orders will be filled from this stock unless you specify on your order sheet that you prefer non virus free Premier.

Plant Premier for Sure Crops and Big Crops. Price list page 32.

MIDLAND

Midland has the qualities to rate as a **great** strawberry. If it produced plants more freely it would be a great strawberry. Stocks free from virus are restoring the original vigor and runner making ability of Midland. We have very few Midland this year, because we wanted only virus free stocks. We have one short acre of Midland plants. The picture be-

Form 6001—Rev. 7-51
POST OFFICE DEPARTMENT
ASSISTANT POSTMASTER GENERAL
BUREAU OF FINANCE
No. _____
Stamp of Issuing Office

DIVISION OF MONEY ORDERS
FEE _____

Spaces above this line are for the Postmaster's record, to be filled in by him

Application for Domestic Money Order

Spaces below to be filled in by purchaser, or, if necessary, by another person for him

Amount—
USE *FIGURES*, DO NOT SPELL _____ Dollars _____ Cents

To be paid to W. F. ALLEN CO.
(Name of person or firm for whom order is intended)

Whose address is _____ Street
City and State SALISBURY, MARYLAND

Sent by _____
(Name of sender)
_____ Street
City and State _____

PURCHASER MUST SEND ORDER TO PAYEE
(FOR FEES SEE OTHER SIDE) 16—8391-9

This Money Order Application Blank Is Enclosed For Your Convenience

HOWARD 17

Premier is also sold as Howard 17, which was the original name. The varieties are identical in every respect. It is a "pippin" no matter which name you use. Price list page 32.

Dorsett is a high quality berry which as many good points and a few bad nes. Dorsett ranks about with Premier ı plant growth and production. It is uperior to Premier in attractiveness and rmness. The quality of Dorsett is much etter than Premier, in fact surpassed only y Fairfax and Fairpeake. The bad points Dorsett are that it is susceptible to frost jury and it is hard to make all the blos- ›ms set fruit. To help overcome these ings, avoid frosty sites, don't over- rtilize the row making it too dense, and ›n't let the plants become too thick in e row.

For several years most stocks of Dorsett ere weakened in plant growth by a us disease. Certified virus free plants Dorsett are not yet available but our esent stock is either free from virus or ghly resistant to it. For the past several ars we have grown beautiful Dorsett ds. At its best Dorsett is one of the st productive and profitable of all va- ies. Those who can grow it at its best l find it hard to beat. Price list page 32.

EMPIRE

Better than Premier in many ways

Empire (Dresden x Sparkle) is considered by many fine strawberry growers to be a better berry than Premier. It certainly is here in Maryland. One outstanding New York grower, who grew both Empire and Premier, would never admit that Empire was better than Premier, but in the last two years he has dropped Premier but still grows Empire.

Here is how Empire and Premier compare as we have known them for several years:

Quality—Empire much better than Premier.

Size—Empire berries average larger than Premier.

Appearance—Empire berries are much more attractive than Premier and will bring a higher price on any market where quality and appearance are important. (See colored picture on front cover.)

Firmness—Empire berries are firmer than Premier with a tougher skin which makes them hold and ship better.

Growth—Even though indexed virus free Empire stocks are not yet available our Empire has grown just as well as our virus free Premier. Both have made splendid rows.

Productiveness—About equal to Premier. If all the small late berries are counted Premier may yield more.

Frost resistance—Premier has a proven record of over 40 years. Empire has been a consistent bearer since its introduction in 1950.

Grower reaction to Empire has ranged from good to enthusiastic. Fine reports about its growth and yield have come from Virginia, Illinois, Michigan, New Jersey, New York, Pennsylvania, Maryland, North Carolina and other states. Here are excerpts from three of the letters:

344 quarts from 90 plants

New York, Dutchess Co., July 20, 1955. "In the spring of 1954 I set out 90 plants of Empire and Catskill, about 45 plants of each. Set 4 by 2 Ft. This season I picked 344 quarts of berries. It was very dry and with enough moisture I think I would have had 100 quarts more. I like Empire the best; even when they get smaller they are still very attractive." E. B. UNDERHILL.

Empire better than Premier

Pennsylvania, Butler Co., Feb. 4, 1955. "Last year I planted 1,000 Empire plants from your stock and was very much surprised at the growth in one season. I must say they beat the Premier in every way." A. W. SIEMAN.

Beyond all expectations

Virginia, King George Co., Jan. 23, 1955. "In the early spring of 1953 I put out 100 Empire plants from your nursery. The performance of those plants was beyond all expectations. The berries which we harvested last spring were very large and very beautiful, and the size was maintained right up to the last picking. Equally important for us is the fact that these Empire berries have furnished us with an excellent frozen product." J. E. BARKER.

Empire territory seems to be from Virginia to New York and similar latitudes. It ripens medium-early, three or four days after Premier. Except possibly for a processor market where total volume of berries rather than quality is the important factor, we would prefer Empire.

The berries are large, light in color and very attractive. Empire has already made many friends and as soon as its good qualities are fully appreciated we believe it will make many more. Price list page 32.

MISSIONARY

For years Missionary has been the leading berry in Florida, and popular in other southern states. In Florida it is now sharing honors with the new Florida 90. Missionary will do well on almost all soils, but will do better than most on lighter soil types. The berries ripen early, are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a very good shipper, and is also a favorite with the "cold pack" or "juice" men. Virus free stocks now used are emphasizing the good qualities of Missionary. Price list page 32.

KLONDYKE

A solid southern shipping berry which until Blakemore appeared was grown on more acres than any other variety. Still widely grown, but has been replaced in many sections by Blakemore and Klonmore. Berries are firm, light, ripen evenly, good for processing. We have no special selling talk on Klondyke but for those who know it and like it we have some strong, vigorous, robust plants grown from virus free stocks. Perhaps with this stock you can grow Klondyke profitably as was done in the "good old days." Price list page 32.

FLORIDA 90

A fine new strawberry, originated by Dr. A. N. Brooks in Florida, and grown almost exclusively in that state. Florida 90 berries are more productive and produces larger, juicier, better colored berries than Missionary. The berries are red all the way through. Florida 90 has already taken over half the strawberry acreage in Florida and this percentage is expected to increase. Florida 90 berries are large, long and pointed. They ship very well and have been very well received on northern markets. Although virus free stocks of Florida 90 have not yet become available in quantity our Florida 90 have made a tremendous growth and sample plants taken from our beds have been tested and found to be virus free. Price list page 32.

BLAKEMORE

The Great Southern Shipping Berry

Blakemore responds wonderfully to good conditions and good care but with good stock it will stand more abuse and neglect in growing, picking and shipping than any other variety known and still make money for the grower. This may partly account for the fact that more acres of Blakemore are grown than any other variety in the world. It is the best early shipping berry the southern states have ever had, and probably the best money maker. Blakemore territory reaches into all the southern states and as far north as southern Pennsylvania and New Jersey, the coastal areas of New England and the southern half of Ohio, Indiana and Illinois. With few exceptions it is not recommended farther north.

The great popularity and wide acceptance of Blakemore over the southern and lower middle states was due to performance alone. In some areas it revived a lagging berry industry. Blakemore is a strong, vigorous grower which makes a good fruiting bed under almost any conditions. The berries are very firm, ideal for long distance shipping. Berries ripen uniformly all over, and have a bright, attractive color which they retain even after they get quite ripe. Small berries of Blakemore are more generally accepted and bring a better price than small berries of any other variety we have ever handled. Blakemore berries run medium to large in size when the plants are not too thick. Some thinning of plants helps eliminate the small berries which very thick beds and dry weather tend to produce.

Blakemore is the earliest real good variety for commercial shippers and is very popular also with processors, either freezing or canning. At times they will take no other variety. The fact that the berries are quite tart as well as very firm may partly explain this demand. As fresh fruit Blakemore must have sugar added to be real good.

All our Blakemore plants are grown from virus free sources which have shown tremendous vigor and vitality from the start. Not only that but we have never seen any Blakemore yellowing in this stock. Growers in sections where Blakemore is not as good as it used to be, in fact all Blakemore growers everywhere, should get this virus free stock to make more money from Blakemore. Price list page 32.

DIXIELAND *It may Replace Blakemore*

Dixieland (Tenn. Shipper x Midland) berries ripen early, about with Blakemore. Compared with Blakemore Dixieland berries rate as follows: Berries are equally good in quality, both being somewhat tart; Dixieland berries are equally firm, both being excellent shippers; Dixieland and Blakemore berries both have a light, attractive red color which holds well after ripening, Dixieland very slightly darker than Blakemore. Above all, and it is important on any market, Dixieland berries will average much larger than Blakemore. They have sold well ahead of Blakemore on different markets.

Dixieland plants are vigorous and productive. They have not shown any yellow variegation. According to reliable reports yields have been better than most other varieties from Washington, D. C. to southern North Carolina and west to Missouri. In replicated plots at Beltsville, Md. Dixieland averaged at the rate of 403 crates of 24 quarts per acre as compared to 241 crates for Blakemore in 1952 and 1953. If you are a commercial grower from the latitude of Maryland south by all means try Dixieland if you can get it. We have a limited supply of very nice plants.

In 1955 Dixieland produced for us about 8,000 quarts per acre—large, beautiful berries. In mid picking season we got behind with picking. This one-half acre of Dixieland, being a small patch, was neglected for one week in hot weather. Finally it was picked by an average crowd of pickers. The results were positively amazing. After this ordeal of over-ripeness and then handling we saw no leaky berries of Dixieland. Dixieland, except possibly for Tennessee Shipper, is the firmest shipping berry we have ever seen. The richness of the color of these one week ripe Dixieland berries met our ideal of what a processor would want. For shipping long distances or selling to processors, where picking labor is short, Dixieland should prove a bonanza—maybe even a gold mine. Price list page 32.

ALBRITTON

The Carolina Beauty

"Albritton berries are among the most beautiful of all varieties," so says one of the country's leading strawberry experts. The Albritton picture on the colored insert shows something of their beauty.

Albritton has in a few years become by far the most widely grown and most profitable berry in North Carolina, although a few Massey are still being grown there. As indicated, Albritton berries are beautiful—the color a light vivid red, turning to deeper red, but not dark, when fully ripe. They are glossy and hold the glossy appearance longer than any variety yet tested in North Carolina.

Albritton's performance in North Carolina shows a very vigorous growth and tremendous productiveness in the plants, especially since the present virus free stocks have been available. Berry size is about the same as Massey but in productiveness Albritton is definitely superior. The berries are very uniform in shape, seldom producing any rough or irregular fruit. The flavor is good to excellent, but Albritton is not considered a good freezing berry. However, almost always market reports show them bringing top prices when shipped.

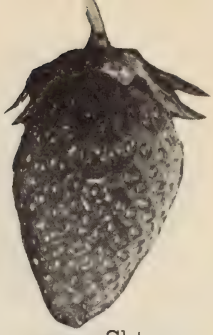
Albritton has had its widest planting in North Carolina. As far north as Maryland and New Jersey Allbritton has held the large size and bright glossy appearance but not always the terrific yields obtained in North Carolina. While tests to date have been limited, Albritton is so fine it should be widely tested just to see what it will do for you. Price list page 32.

SENATOR DUNLAP A fine old variety that has been grown in the middle and northern states for many years. It is an extremely vigorous grower, making lots of plants which are very productive. Berries are medium in size, a bright rich red clear through and of good quality. One of the best for canning. The hardiness of the Dunlap plants makes the variety a favorite where the cold winters injure the weaker kinds. Canada, Maine, Iowa and Minnesota are among the places where Dunlap is appreciated. We have lots of good Dunlap plants. Price list page 32.

KLONMORE **High Quality Shipping Berry for the Deep South**—Klonmore is a cross of Klondyke x Blakemore. In vigor of plant growth it equals either of its free growing parents. In productiveness Klonmore is better than Klondyke, probably nearly equal to Blakemore. Klonmore berries are about equal in size to either Blakemore or Klondyke but are far better in quality than either of them. In fact Klonmore is the only high quality long distance shipping berry that the south has ever had. Klonmore territory is more limited, being grown successfully in coastal areas of the gulf states and the Atlantic Coast States as far north as South Carolina.

We have this year a very fine stock of virus free Klonmore plants. Price list page 32.

TENNESSEE SHIPPER



The firmest berries we have ever seen. Tennessee Shipper is a Missionary x Blakemore cross, introduced in 1941 by the Tennessee Experiment Station. It is a very vigorous grower, making larger, stronger individual plants than Blakemore but usually not quite as many. This year Tennessee Shipper has been marvelous both in number of plants made and vigor of plant growth.

The plants are very productive. The berries ripen early, about with Blakemore, and are the firmest of any variety we know. They are so firm that picking may be neglected for several days at a time and still be picked and shipped to market with practically no loss. This is important in these days of labor shortage. Tennessee Shipper berries are excellent for freezing. They are rather tart in quality and in dry seasons tend to run down in size, except on very springy land. All our Tennessee Shipper plants again this year were grown from virus free stock sources which may account for the outstanding vigor mentioned above. Tennessee Shipper is primarily a southern shipping berry, but has been grown successfully as far north as southern Pennsylvania. Price list page 32.

STELEMASTER

A boon to berry growers with red stele in their soils

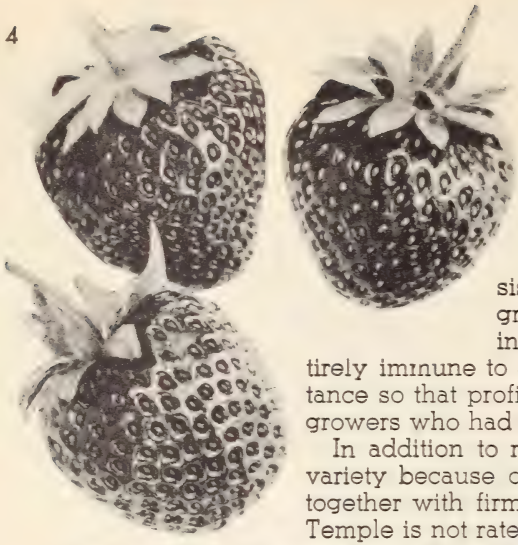
Stelemaster berries ripen about as early as Blakemore, five to seven days earlier than Temple. The berries are medium to large in size, generally uniform and smooth, medium red in color with a glossy surface. The flesh is light red, firm, juicy and with a slightly tart flavor. It is not especially good for frozen pack.

Stelemaster plants are vigorous, productive and highly resistant to all races of red stele now known in eastern United States, and has been tested extensively in the area around Pittsville, Md. where red stele has been prevalent. It has not been widely tested in other sections.

Where red stele is a factor Stelemaster should at least be tested. Not only is it the most resistant to red stele of all known varieties but it also provides an early berry to team up with the midseason and late kinds which are known as red stele resistant varieties, namely Sparkle, Temple, Fairland and Vermilion.

Stelemaster is a cross of Fairland x Maryland 683. It was first selected in 1950 at the University of Maryland Research Farm, Salisbury, Md., tested since that date, and released for introduction in October, 1954, by the U.S.D.A. and the Maryland Agricultural Station. If your soil has red stele try Stelemaster. Price list page 32.

TENNESSEAN Tennessean, like Tennessee Beauty and Tennessee Shipper, was originated by Dr. Drain and introduced from the West Tennessee Experiment Station. It is an early berry somewhat resembling Blakemore, but a little longer, more pointed and slightly deeper red in color. Plant growth is very vigorous, equalling Blakemore. In some tests in Tennessee Tennessean outyielded Blakemore. The berries are good for freezing and are equally good for shipping. With us Tennessean has not been as good as Blakemore, Tennessee Beauty or even Tennessee Shipper in total yield, but the plants are quite productive and produce nice looking marketable berries that are firm enough to be excellent shippers. If you are variety minded Tennessean is well worth trying. Price list page 32.



TEMPLE

Temple was the first of the good red stele resistant varieties. It was a life-saver to berry growers in sections where the soil had become infested with red stele. Temple itself is not entirely immune to all strains of red stele but has sufficient resistance so that profitable crops of berries can be grown by many growers who had been completely knocked out by this disease.

In addition to resistance to red stele Temple is a very fine variety because of the vigor and productiveness of the plants together with firmness, beauty, size and quality of the berries. Temple is not rated a good freezing berry but as a home garden or fresh market shipping berry it has been so good that it has become the leading berry in southern Delaware and the lower lying soils of eastern Maryland. Temple is primarily a berry for the lower middle states where it is very productive and profitable. Frequently, but not always, Temple fails to retain its productiveness when grown in the north. Where it is well adapted Temple ranks high among the midseason berries in addition to its value as a red stele resistant kind. Price list page 32.

FAIRLAND Fairland is the third of the three fine midseason berries notable for their resistance to red stele. Fairland is slightly earlier than Temple and several days ahead of Sparkle in ripening season. Whereas both Sparkle and Temple are rather dark Fairland is light in color. As a shipping berry Fairland is as good as Sparkle but not as good as Temple. It is a heavy producer of berries that are large, fairly good in quality and beautiful in appearance. Their light color makes them appealing to the eye of the buyer. Fairland is not at its best as far south as Maryland. It has given fine results in Ohio, West Virginia, Massachusetts, New York and other northern states. As with Robinson, Fairland where it is well adapted will be a profitable berry, chiefly because of productiveness, large size and light attractive color. Price list page 32.

ERIE **Another heavy yielder from New York State.**

Erie, Empire and Catskill in our opinion make up the three best varieties ever introduced by the New York State Experiment Station. Erie's parentage is Sparkle x Premier, certainly an excellent start for any new kind. Erie makes strong, vigorous plants and plenty of them for a heavy fruiting row. Berries are large, maintaining their size well throughout the season. Fruit color is medium red, bright and attractive, with a skin somewhat tougher than Premier. In quality Erie about equals Premier, but ripens about eight days later, about with Sparkle. Erie ranks next to the best in every way. For some growers under some conditions it may well prove to be the best and most profitable of all. Growers in northern areas should try Erie. Price list page 32.

MASSEY Massey is one of the prettiest, firmest, largest and best quality berries we have ever seen. Massey is at its best in the coastal plain section of North Carolina where it is usually very productive. As far north as Maryland Massey is still a very fine berry but does not generally retain the heavy productiveness that it has in North Carolina. When first introduced it was good enough there to greatly exceed Blakemore in total acreage planted. Now Massey is being largely replaced by Albritton, although some growers use both varieties. Our Massey plants are grown from virus free stocks which return all the original vigor and vitality of the first Massey stock. Well worth trying. Price list page 32.

SPARKLE

"Plastered with Loads of beautiful, luscious berries."

"The virus free Sparkle plants we purchased from you in the spring of 1954 resulted in an outstanding success from the standpoint of vigorous plant growth and large yield of good size berries of wonderful flavor and appearance. Our customers really 'went' for them in a big way. Your virus free Sparkle made very wide rows of big strong, healthy plants with very large leaves and standing up almost knee high. They were certainly power-packed with vigor and vitality. Never before had we seen strawberry plants so plastered with loads of beautiful, luscious berries."

The above was quoted from the letter of Clifford I. Woodruff of Licking County, Ohio. It is typical of the record which virus free Sparkle plants are making for growers all through the middle and northern states.

Taking advantage of the outstanding performance of virus free Sparkle, some grower has re-named it Paymaster. Paymaster and Sparkle are one and the same variety, identical in every way. A grower in Illinois says of his "Paymaster" Sparkle, "They are the largest yielders of super-fine quality berries I ever saw."

Red stele resistant. Sparkle is resistant to some types of the red stele disease. It is fortunate that growers with red stele in their soils have such a fine variey with which they can continue growing strawberries. Fairland, Vermilion and Temple are also red stele resistant. These, including Sparkle, are all midseason to late varieties. Stelemaster, the most resistant of all varieties so far, is a medium-early kind, which is favorable because it enables those with red stele in their soils to stretch out their season with top-notch varieties.

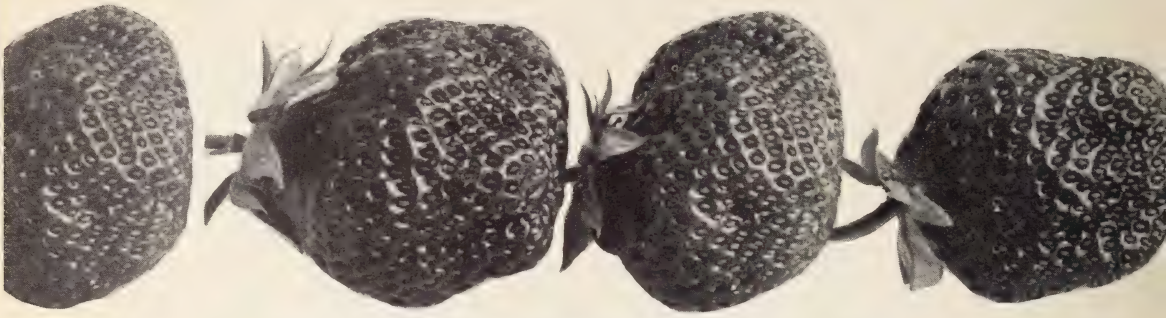
Sparkle was developed and introduced at the New Jersey Agricultural Experiment Station. It is adapted primarily for the northern states. The virus free Sparkle plants have given some very nice crops as far south as Maryland, but generally they should be grown only in states farther north.

Sparkle makes plenty of plants and as indicated above is very productive, ranking with Premier and Catskill. The berries are crimson red in color, which extends clear through the berry. They are well liked for processing, except for the fact that they are rather hard to cap and are not too satisfactory where capping machines are used. The berries are high in quality and very attractive with a bright shiny skin. The berries really sparkle when picking time comes around. The first berries are medium to large in size, running down somewhat as the last of the tremendous crop begins to mature. We have some beautiful beds of virus free Sparkle plants ready to go to work for you. Price list page 32.

Wonderful rows of Sparkle plants. Even the leaves sparkle like the dew.

CATSKILL

If you ever grew ten to fifteen thousand quarts per acre from Catskill you can, under the same conditions, do it again. These Virus free stocks are really performing! Enthusiasm for Catskill is here again!



Virus free stocks of plants are restoring the original vigor of Catskill, which enabled it to produce such amazing crops of wonderfully large berries. This great productiveness and large average size caused Catskill to sweep through the northern and upper middle states faster than any midseason or late berry had ever done. It continued this leadership because it continued to perform so well. In recent years the virus disease seemed to affect Catskill more than any other variety. The resulting decrease in vigor and yield caused Catskill to lose some of its popularity, but plants of virus free stocks are now available and Catskill vigor and productiveness is definitely back.

Catskill Comments

$450.00 from 1000 plants.

Henry Co., Iowa. June 9, 1955. "Last year I ordered 1,000 strawberry plants from you, Catskill, Blakemore and Empire. The plants grew and made very good growth and by fall I had a strong stand. I am just reaping a wonderful harvest of very fine berries. Many of my customers are commenting that the Catskill and Empire are just like the pictures you see in the catalogs. I surely am pleased with the results I got. I think the 1,000 plants brought me close to $450.00. You are really doing a fine job in providing such nice hardy plants for the public." ELMER BASINGER.

Catskill best berry

Frederick Co., Md. July 1, 1955. "In the spring of 1954 I received from you 2,000 Catskill and 2,000 Premier strawberry plants and they were beautiful plants. On the 19th day of May we started to pick. We had a total of 4,960 quarts for the season, and lost several hundred quarts due to cool and wet conditions. This is not included in the 4,960 quarts. We picked and sold this many. The market was very good. For me the Catskill berry is the best I ever tasted. They are so big and bright. Most of my berries were sold right at my home." CHARLES R. FRUSHOUR.

Grow like young bushes

Jackson Co., Mich. July 26, 1955. "I am writing to tell you how pleased I am with the plants I got from you this year. All are fine but the Catskill and Sparkle are like young bushes and enough runners to start a saw mill. Of course I thin them out but those plants are really something as far as size and vigor are concerned. You might be interested to know the Michigan Agricultural College thinks, according to my information, that the Catskill is just about tops. I gathered that from a letter I had from a man there." E. H. BLINN.

Catskill looked like a picture

Lancaster Co., Pa. Jan. 10, 1955. "You should have seen my patch of Catskill last fall. They looked like a picture." ELMER Z. STOLTZFUS.

Astonished at the Catskill crop

Washington Co., R.I. March 7, 1955. "I ordered Catskill, Empire and Redstar from you two years ago. Last June I had a beautiful crop. I was especially astonished at the Catskill. I have never seen so many berries nor so many so large. I was really satisfied with your plants." MRS. CLARICE BROWNING.

Talk of the neighborhood!

Campbell Co., Virginia. Oct. 30, 1955. "Our Catskill are wonderful. They are so large and lovely to look at. They are the talk of our neighborhood." ELSIE ARTHUR.

King of the Midseason Kinds

Catskill points the way to greater profits.

All of our stock of Catskill this year is virus free. The plants have made a wonderful growth with beautiful plants, as pretty as you ever saw.

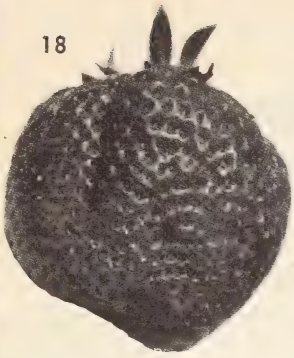
Catskill berries, in case you have forgotten or never knew, average large in size. Catskill produces more large berries than any variety we have ever seen. Catskill berries are good in quality, better than Premier, not as good as Fairfax. Catskill berries are moderately firm, somewhat firmer than Premier, not as firm as Blakemore. Catskill berries are light in color when first picked, becoming somewhat darker on holding, about the same as Premier in this respect. Catskill berries are among the very highest of all varieties in vitamin C content. Catskill berries are very showy and attractive in the package, resulting in good market prices for the fruit. Catskill berries stand wet weather better than many varieties which are really firmer. Catskill berries are good for freezing and well liked by processors generally. They are easy to pick and cap.

Catskill has a longer record of frost resistance and hardiness than any leading variety except Premier. Virus free Catskill plants make a very vigorous growth with plenty of large strong productive plants. In productiveness Catskill has not been surpassed—equalled only by a few like Premier, Tennessee Beauty, Sparkle, etc.

Plant Catskill for Big Crops of Big Berries. As a sure-fire profit combination for the northern and upper middle states, plant Premier for early, Catskill for midseason to late. Price list page 32.

BIG JOE One of the oldest varieties we have and still one of the best. The virus disease which seems to be weakening many of our better varieties has apparently not affected Big Joe at all. It is still easy to get a vigorous, strong, robust fruiting row of Big Joe plants. The plants are moderately productive of berries that average quite large in size. Berries are bright red with an attractive green cap which makes them very showy. Berries are fairly firm, as good as Catskill, better than Premier.

Big Joe is not as hardy as Premier and Catskill. Frosty sites should be avoided, especially if planted in northern states. Big Joe is a veteran variety which has many friends who continue to grow it. We have a nice stock of beautiful plants. Price list page 32.



POCAHONTAS

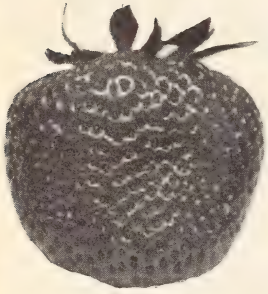
The most Vigorous Grower we have ever seen

Pocahontas is the most vigorous growing variety of strawberries that we have ever seen. Probably no variety since Dorsett and Fairfax were introduced has had so much written about it as has Pocahontas. Unequalled vigor, we believe, is the basis for most of the attention Pocahontas has had. We are free to admit that our own good opinion of Pocahontas increased 500% from the beginning to the end of the 1955 berry season. At first we considered Pocahontas just another good variety with exceptional vigor. At the end of the season we had added the fact that it is a terrific producer of good size, firm, bright, beautiful berries which made us more money than any other variety in 1955.

In quality Pocahontas is rather tart, about like Blakemore. If it proves to be a good processor Pocahontas, in our opinion, has a brilliant future.

Dr. M. M. Parker of the Virginia Truck Experiment Station, Norfolk, Va., has worked with Pocahontas for several years. It was due largely to his tests at that Station that the decision was made to introduce it and to name it Pocahontas, for the Indian girl so prominent in the history of that section.

Dr. Parker and his associates are quite enthusiastic about the possibility of setting Pocahontas in the fall and getting a fairly good crop of berries the following spring. It takes lots of plants and lots of work per acre to follow their system, and good plants are hard to get at that time of the year. But the variety gives a nice crop of berries much earlier than the regular procedure for growing and fruiting strawberry plants.



Our own 1955 yield of Pocahontas was 10,000 quarts per acre, from heavy thickly set beds. In spite of this, average berry size was large. The berries themselves were light red with a cap that stayed green so that Pocahontas in the crate was a very attractive sales item. It certainly paid off for us this season. (See colored picture on insert.)

Berry growers from North Carolina to New York should try Pocahontas. You just can't afford to pass it by without a look-see.

Pocahontas originated from a cross of Tennessee Shipper x Midland. From both it gets unusual firmness. From Tennessee Shipper it gets a light attractive color—from Midland great productiveness.

In 1951 and 1952 in U.S.D.A. plantings at Beltsville, Md. the average yield was at the rate of 11,376 qts. per acre. In tests of five leading varieties, including Premier and Blakemore, at the Kansas State College, Manhattan, Kans., in 1955 Pocahontas led all the others in total yield, with 13,788 qts. per acre, with Dixieland second with 8,393 qts. At the Kentucky Experiment Station in 1955 Pocahontas with a yield of 12,501 qts. per acre led all varieties except Tennessee Beauty which yielded at the rate of 14,611 qts. per acre.

As usual, our Pocahontas plants this year are very fine. You should try some of them. We have them for you, free from virus and full of vigor. Price list page 32.

TENNESSEE BEAUTY

The Money Maker

For several years Tennessee Beauty has been the most profitable variety of strawberries for us. However, in 1955 we sold all of our Tennessee Beauty plants and we had no young plants of Tennessee Beauty fruiting. In that year Pocahontas took the lead as a profit maker. Tennessee Beauty is one of the most beautiful and productive of all varieties as well as being the most profitable. Our yield of 12,700 quarts per acre in 1954 still stands as a record for this section.

All our plants of Tennessee Beauty are from virus free sources, which helps account for their vigor of plant growth. Tennessee Beauty being a late variety needs to be planted on moist soil if it is to size the tremendous yield of fruit which the plants normally set. Irrigation would help a lot with Tennessee Beauty. Keeping the plants fairly thin in the bed (4 to 6 per sq. ft. of matted row) would also be a big help in holding up the size.

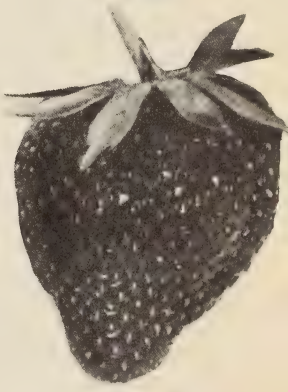
Use good land for Tennessee Beauty and Tennessee Beauty will be good to you when all the returns are in.

Here are some of the details about this fine variety:

1. Virus free strains of Tennessee Beauty which we offer are very vigorous in plant growth and rarely fail to make plenty of plants for a good fruiting row.

2. The plants are very productive, as noted above.

3. The berries are among the most beautiful of all varieties with a large light green cap adding to their beauty.



4. The berries average medium to large in size where moisture is available—smaller under dry conditions and very thick beds.

5. The berries are very firm, being excellent for shipping. If bad weather or shortage of help delays picking Tennessee Beauty will keep for several days with very little loss of fruit.

6. In addition to being a fine beautiful berry for the fresh market Tennessee Beauty is one of the best for freezing and processing.

7. The berries are excellent in quality—not quite as good as Fairfax and Fairpeake but better than Premier, Catskill and Robinson.

8. Tennessee Beauty territory is about the same as Blakemore. It covers all the southern and middle states as far north as central Pennsylvania and the coastal areas of New York and New England.

For large commercial plantings or for the small home gardens Tennessee Beauty where adapted is certainly a winner. Price list page 32.

Greenbrier Co., W. Va., Feb. 5, 1955. "I heartily agree with you on your statement that if you were limited to one variety and had your choice that is would be the Tennessee Beauty." RUSSELL H. BAILES.

ROBINSON

Kardinal King - Scarlet Beauty

Large Size and Bright Color have made for its Growers many a Dollar

The increase in Robinson acreage in the northern states during the last few years has been phenomenal. The motivating force behind this trend is the dollar sign. The large size and bright color of Robinson have made it so profitable for so many growers that in some areas Robinson has supplanted most other varieties. Robinson has enthusiastic supporters as far south as Missouri and northern Virginia.

The plant growth of Robinson is nearly always good. It seldom fails to make a good fruiting row even under adverse conditions. The plants individually are small, but they do bear big berries. Robinson has not lost as much of its vigor due to virus infection as many other varieties. However, our stock of Robinson now is entirely from virus free sources so that all the original vigor of Robinson is available for plant growth and fruit production. Another thing that has helped Robinson we believe is the fact that, like Premier, the foliage has been absolutely healthy even on weak plants we have never seen any foliage injury or disease. This healthy foliage has helped.

The weakness of Robinson is that the berries are rather soft and generally considered not very high in quality, although there are many who do not agree with this, and feel that Robinson quality is very good.

In this section Robinson has been grown largely as Kardinal King. In dry years it has been quite profitable. In wet years Robinson is so soft that even with close picking there is considerable loss of fruit.

As a processor Robinson has not ranked high, but like Premier it is accepted and used widely in areas where large quantities of Robinson are produced.

The picture on the inside back cover shows what Robinson looks like—large, light and attractive, with many of the larger berries being somewhat ridged.

Again we point out, however, that the large size and bright color have resulted in top prices for Robinson so that for many, many growers Robinson has been a real money maker. We have the plants that will help you get some of these Robinson dollars. **Price list page 32.**

Washington Co., Indiana. January 26, 1955. "Say, you aim a severe blow at the seat of my affections when you reflect disparagingly on my idol among strawberries—Scarlet Beauty or Robinson. It has a better record with me than any variety I've grown in the last 50 years and I have tried all the leaders." ELMO NICHOLSON.

ARMORE *For Productiveness*

The vigor of Armore plant growth, the large average size of the berries and the great productiveness of Armore merit wider planting than it has had up to now.

In Ohio tests in 1955 Armore was one of the new varieties listed by Mr. Ellenwood of that Station as outstanding. Also it was one of the best varieties for freezing. 1955 fruiting tests in Trimble County, Kentucky, showed Armore leading the pack in productiveness with Tennessee Beauty second and Pocahontas third. Mr. Roy Stolzer of Ste. Genevieve Co., Mo. wrote us "I have Armore for late and I believe it out produces any variety tried here. It is the No. 1 berry for my location."

The largest berries are somewhat ridged (see picture on color insert) and irregular in shape. However, they have an attractive bright red color—a little darker than Blakemore, a little lighter than Premier. Armore quality is good, much better than Blakemore, somewhat better than Aroma. The berries are firm enough to stand moderate shipment. One of the good features of Armore as a freezing berry is that it is fairly easy to cap.

Armore is one of the good late varieties and should be tried in all areas except extreme north and extreme south. We have a nice stock of good strong plants grown from virus free sources. Price list page 32.

REDSTAR *The Best Very Late and the Latest Very Good Strawberry*

The outstanding value of Redstar lies in its extreme lateness of season. Redstar blooms so late there is never any frost injury. It bears so late the market is almost always bare of other local berries so that prices are always good. By running a week or more after the regular season the labor you have can handle a larger volume of berries.

The individual plants are very large and robust but Redstar has often failed to make enough plants for a good fruiting row. Virus free stocks now available have grown well this season. If the ability to produce runners continues we expect to see Redstar much more widely grown. The quantity of these plants is limited this season. If you want a few get your order in early.

Where a good bed is made Redstar plants are extremely productive; the berries average large in size, firm enough for shipping, excellent in quality and very attractive with a light red color which darkens very little on holding.

Because of its extreme lateness Redstar should be grown where ample moisture is available at fruiting time, either from naturally moist soil or from irrigation.

The last berries are always the best ones. In home garden or commercial planting use Redstar and have a whole crop of the last berries. Price list page 32.

FAIRPEAKE *For Quality*

Fairpeake late and Fairfax early are the quality twins. No other leading strawberries are so delicious to eat. For home garden and local market the quality of Fairpeake will make it a winner and in many sections Fairpeake is very well received commercially.

Fairpeake makes a strong, vigorous plant with runner production rather shy, especially under unfavorable conditions. Plants are fairly productive and carry many of the good points of their famous parents, Fairfax and Chesapeake. The beauty and high quality of the berries usually enable the grower to get better prices for Fairpeake than for ordinary kinds. Like Redstar, Fairpeake blooms so late that it usually escapes late frosts. It is grown successfully in most of the Premier territory. Ripening season late. Price list page 32.

VERMILION *For Red Stele Resistance*

A new variety recently introduced in the University of Illinois where as a seedling it did well in commercial trials in Edgar County of that state. In addition to being a very productive commercial sort Vermilion showed a high degree of resistance to red stele. Plant growth of Vermilion is quite strong and upstanding. It makes an adequate number of big strong plants rather than great numbers of smaller plants. Vermilion has not been grown widely enough to establish its worth generally but in the central states of Ohio, Indiana, Illinois and West Virginia Vermilion has shown great productiveness, ranking almost with Premier and Catskill. The berries run medium to large in size, somewhat irregular in shape and they ripen fairly close to the ground, causing some tendency to green sides. Quality is fair to good with well developed berries. The fruit is about as firm as Premier, color about like Temple, getting fairly dark when full ripe. It ripens midseason to late and seems worth trying in commercial areas, particularly those areas where red stele is a problem. Price list page 32.

AMBROSIA *For Late Berries and High Prices*

Ambrosia blooms and ripens very late—always escapes frost. Only two or three days earlier than Redstar, much easier to grow and generally more productive because it is easier to get a good fruiting bed. Ambrosia could be called the Very Late Big Joe. Plant growth and berries very similar in appearance. Fruit large and very attractive. Like all good late berries they sell well. Grown mostly in midwestern states, Iowa, Nebraska, etc. Worth growing anywhere late, large, handsome berries are wanted. Price list page 32.

SUPERFECTION

World's Finest Everbearer

Superfection is way out in front of all other everbearing varieties in performance. Year after year we find it easier to grow, more productive and more attractive in appearance than the other kinds. In quality it is surpassed only by Red Rich.

Scoffed at as of little value by commercial growers for many years, the new sawdust mulch spaced plant system of growing and varieties like Superfection have made everbearers a real asset to your home garden and in favorable locations a profitable money crop.

Superfection berries are light in color and quite attractive in appearance. (See picture.) They are firm enough to ship moderate distances but mostly they are used at home or sold on local markets. The flavor is quite tart but with sugar added Superfection makes a very fine addition to late summer and fall desserts.

Even though indexed virus free stocks of Superfection are not yet available, our Superfection has made a very fine, vigorous growth. In fact, individual plants indexed from our stock have been found to be virus free. ALLEN'S Superfection plants are vigorous and they will grow for you. Note the picture showing fine matted rows of Superfection plants grown for your orders this season. If you are interested in everbearers don't hesitate about varieties. SUPERFECTION IS THE BEST. Price list page 32.

Superfection is really "Going to Town"

The Marvel of all berries:
Mitchell Co. N.C. Dec. 28, 1954. "In March, 1954, I ordered 100 Superfection strawberry plants, followed your directions carefully with the sawdust mulch system. From them I picked over 22 gallons. Surely this is the marvel of all berries." VIRGIL CHANDLER.

Superfection for all the family:
Auglaize Co. Ohio. May 9, 1955. "I've had good luck with your Superfection plants. I'm using the sawdust mulch method and am well pleased with it. We expect to pick more berries than our family can consume this year." PAUL J. RANLY.

Finest plants ever received:
Davidson Co. So. Dak. Apr. 4, 1955. "Please find enclosed check for $90.00 for which send me 3,000 Superfection strawberry plants. Hope you can get these out at once. Should have ordered them when we ordered our first plants, but just made up our minds to set some more. The plants we received from you have been the finest we have ever received from any nursery. Thank you." ROBERT L. SMITH.

Berries of Superfection—World's Greatest Everbearer

Splendid Results with Superfection:
Gaston Co. N.C. Aug. 19, 1955. "I have tried all the various everbearing plants and have found Superfection to be the most satisfactory. I have tried "Red Rich" plants, both in Blowing Rock, N. C. (Mountain area 4,000 ft. above sea level) and Gastonia (800 ft. above sea level) with poor results at both places, beautiful plants but no berries. I have tried Superfection plants in both areas with splendid results." R. GRADY RANKIN.

Wants More Superfection:
Davidson Co. Tenn. Apr. 4, 1955. "Just wanted to let you know how pleased I was with my recent order of 500 Superfection. They were the nicest plants I have ever planted. Enclosed you will find order for 300 more." C. H. GREENE.

Tremendous Pickings of Superfection:
Yakima Co. Wash. Jan. 25, 1955. "My chief interest is in the main crop of berries but I do have some everbearers. Your catalog description of Red Rich fits it to a "tee." Gem, Superfection and Brilliant are so similar. Another grower here has tremendous plants and pickings of Superfection on a south slope, mulched with straw and sprinkler irrigated." THOMPSON EVERGREEN NURSERY.

So Pleased:
Garrett Co. Maryland. Jan. 26, 1955. "You will find enclosed order for Superfection everbearing strawberry plants. We were so pleased with your strawberry plants in 1953. They were the nicest and best plants we ever got." MRS. ASA SCHROCK.

Our Superfection plants must have plenty of vigor to grow beds like these.

GEM

Equal to the best

Each year we become more convinced that completely healthy stocks of Superfection, Gem and Brilliant are identical. Therefore, all the things which we have said about Superfection apply equally to Gem. The probable reason why some stocks of Gem have shown less vigor and productiveness than Superfection is that, being an older variety, these stocks of Gem have picked up more of the virus disease. We have been fortunate in having very healthy stocks of the original Gem plants and they have consistently equalled Superfection in growth and productiveness. This stock has been kept separate and your Gem orders will be filled from the original Gem stock. Gem berries, like Superfection, are light, attractive, rather tart in quality but very good with sugar added, and they give you berries "until the frost in on the pumpkin and the fodder's in the shock." Price list page 32.

RED RICH

Finest Quality Everbearer

Red Rich produces the largest, strongest, most rugged plant of all the everbearers. The foliage is most beautiful. The large, healthy, dark green leaves make them fully worthy of being used for decorative purposes. Red Rich makes far less plants than Gem and Superfection even under the best of conditions. As a spring cropper we have not found Red Rich of much value. The berries are good, in fact supreme in quality, but the plants are not highly productive and the berries, while they resemble Fairfax, in general are duller, rougher and not at all attractive.

Some reports rate Red Rich as outstanding among all the everbearers in all-around value. Our experience puts it well ahead of all others in delicious dessert quality, but we have not found it to be as productive as Superfection and good strains of Gem. Our stock comes direct from the introducer. Price list page 32.

red rich
EVERBEARING

Commonsense Methods for Growing Good Strawberry Crops

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1956 will bear their best crop in May or June 1957. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

FALL PLANTING

Setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not a good practice. Results in most cases do not justify the extra effort, even if good plants were available, which they usually are not.

Setting the plants in late October or November to get the job done when not so rushed by work as in spring or to avoid the hazards of delayed planting in spring, due to bad weather, frequently is justified. These advantages should be weighed against the time and trouble of mulching through two winters instead of one, and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

With good early dug dormant plants available for spring planting we think fall setting is very rarely justified except in Florida or other sections far South. Recent work with the Pocahontas variety in the Norfolk, Va. area may provide another exception. (See page 18.)

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. Use of chlorodane (see page 27) makes the use of sod land much safer. With chlorodane we would prefer good sod land to poor cultivated land. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND?

In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 to 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary, but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and

only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet. Manure from poultry and broiler houses is not recommended because it either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

WHEN SHOULD PLANTS BE SET? EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April and May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

SHOULD CHEMICAL FERTILIZERS BE USED? On very fertile garden soils none is needed. On most good soils fertilizers will not prove beneficial if plenty of stable manure of any kind has been applied. On some soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of organic nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate or ammonia should be used in these applications only with great care, as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosporous is O. K.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer is necessary. If growth is not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in.	18 "	7,128 "

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory.

WHT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O. K.

The very best way to hold plants is in cold storage at 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along

a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Even moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments have shown that anyone who cannot normally set plants by April 15th could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good which leaves the roots reasonably straight down in the soil, spread some if possible with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dibble, paddle or in larger fields a horse or tractor-drawn transplanter. With plants that have very long roots clipping them off to about 4 to 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture.)

HOW FAR APART SHOULD PLANTS BE SET? In general we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See Table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants. With the new virus free stock of vigorous growing varieties somewhat wider setting will usually give a satisfactory fruiting row.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 30. A variation would be using rows 3½ feet apart, set plants 12 inches apart with two runner plants, one each way, from each mother plant set.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best, 1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

There are three other important jobs to be done along with the hoeing work.

(1) Uncover the buds. At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for sometime but if the bud is smothered the whole plant will eventually die.

(2) Cut off the blossoms at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth. For exceptions see page 31.

(3) Most of the training of new runners is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.

WEED KILLERS. Crag Herbicide No. 1 is the most promising material to date for control of summer weeds and grass in strawberries. Apply just after cultivation. It prevents germination of weed seeds—does not kill established weeds. Apply rate of 2-3 lbs. per acre in 40 gallons of water. Cover soil surface. Each application will check weed growth for 3-5 weeks. No injury to plants unless very hot weather. To control winter and spring growth of chickweed apply chloro I.P.C. 3 lbs. per acre in 50 gallons of water. For us one application in either November or the first half of December has been effective. We doubt if chemical weed control is practical or necessary on very small plots.

Geese are helpful in controlling crab grass. They do not eat weeds. Use about 4 geese per acre; get goslins or young geese, 5 to 6 weeks old. They eat more and trample less than old geese. The field must be fenced in. Supply shade, water, some extra feeding. Large flocks in one field often trample plants badly. Watch out for dogs.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table.

TOO SHALLOW JUST RIGHT TOO DEEP

DO STRAWBERRIES NEED SPRAYING? When good varieties are selected and clean healthy plants are used, strawberries do not need spraying as a rule. Red stele has become serious in some areas. It is avoided by using clean plants or uninfected soil. It can be largely ignored on infected soil by using resistant varieties like Temple, Sparkle, Fairland, Vermilion and Stelemaster.

Captan sprays or dusts are proving helpful in reducing fruit rot which can be serious any year, especially bad in wet seasons. Captan can be mixed with applications to control Clipper. Captan dusts are now a standard practice with us. Hill system or well spaced plants help to prevent berry rot. The Clipper, sometimes present near wooded areas, can be controlled by two applications (25 to 35 lbs. each) of proper dust mixture. Consult your County Agent or follow manufacturers' directions.

RENEWING OLD BEDS. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew beds, don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. Balance of effort should be by hand or some kind of drag to remove excess plants in thick places and to train new runners in any vacant places. For years we have found this method simplest, easiest and best. Mostly the second crop of berries is borne by the same plants that produced the first crop.

WHAT'S NEW THAT MAY BE HELPFUL FOR COMMERCIAL BERRY GROWERS?

1. Virus free plants are growing better beds and producing far larger yields. 1954 tests at the Ohio Station showed 73.6% increase in Catskill yield, 64.0% in Premier yield and 63.7% in Sparkle yield from virus free plants.

2. Ten lbs. of actual chlorodane per acre broadcast with fertilizer is giving good results. W. W. Magill of Kentucky reported a 300% increase in yield, $1,000.00 per acre increase in profit by this treatment. Such results were achieved largely because of better stand of plants. Chlorodane had controlled aphis, ants, cutworms and grubworms.

3. Soil fumigation cost $40.00 to $50.00 per acre for one application. We are making one application on all fields, two applications on many fields. Our results seem to justify it. We use 25 gallons per acre of Shell's DD. Other materials may be equally effective.

4. To help maintain virus freedom on our virus free stocks we have dusted 12 to 14 times with 1% parathion, 35 lbs. per acre per application.

5. **Recommendations.** For every berry grower, large or small, plants from virus free sources should be a must. The other things mentioned above may be helpful but are not necessary if stock plants are renewed frequently from plant growers who do follow these practices.

FAMILY GARDEN COLLECTIONS

Bargains in Gardens

You get the Best and they cost you Less

If you have a garden you must have a berry bed. Order one of these Collections for the health and pleasure of all your family. By ordering from these pages you save a little money and get the same varieties you would select after hours of study. Transportation by mail postpaid is included in the prices.

★ ★ ALL-STAR COLLECTIONS ★ ★

Well adapted for heavy production of lucious berries anywhere in the U.S.A. except extreme northern and extreme southern areas.

PREMIER—frost proof, sure crop every year

FAIRFAX—finest quality—the garden berry deluxe!

CATSKILL—big crops of big berries—good for freezing

TENNESSEE BEAUTY—wonderful new late berry—excellent for freezing

Collection A — 100 plants, 25 each of the 4 kinds (postpaid).....$ 4.30

Collection B — 200 plants, 50 each of the 4 kinds (postpaid)..... 7.20

Collection C — 400 plants, 100 each of the 4 kinds (postpaid)..... 11.50

Collection D — 1000 plants, 250 each of the 4 kinds (postpaid)..... 22.85

Northern States Garden Collections

Well adapted for heavy production of excellent berries in northern U.S.A. and Canada, south about to the Ohio River Valley and southern Pennsylvania.

PREMIER—frost proof, sure crop every year

FAIRFAX—Supreme in quality; the garden berry deluxe!

CATSKILL—big crops of big berries; good for freezing

SPARKLE—shine like gems; fine quality fresh or frozen

Collection E — 100 plants, 25 each of the 4 kinds (postpaid).....$ 4.35
Collection F — 200 plants, 50 each of the 4 kinds (postpaid)..... 7.25
Collection G — 400 plants, 100 each of the 4 kinds (postpaid)..... 11.70
Collection H — 1000 plants, 250 each of the 4 kinds (postpaid)..... 23.40

EVERBEARING COLLECTIONS

For Berries this Year.

New methods of culture (see page 30) will help you produce more delicious out of season berries, more pleasure, more profit from them.

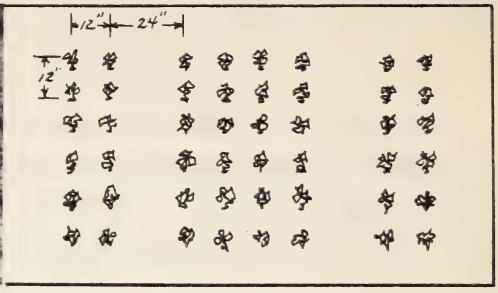
We are not offering any everbearing collections this year. Superfection stands so far above all the others that we feel you should spend your entire efforts on this variety if you are interested in everbearers at all. **SUPERFECTION IS THE BEST.**

POSTPAID—Order all Collections by name, Collection A, Collection B, etc. Collections postpaid anywhere in the U.S.A. at prices quoted.

EASY FOR BEGINNERS—You need not hesitate planting strawberries in your garden. Beginners can do it well and successfully. Order one of these collections or other varieties from our price list on page 32. You will be delighted with the fine large berries you can grow by following the simple directions given on pages 24 to 27.

THE SAWDUST MULCH SPACED PLANT SYSTEM

The Growing Plants



The Plan

EVERBEARERS HAVE COME ALIVE

with the development of

THE SAWDUST MULCH SPACED PLANT SYSTEM

The Ohio Experiment Station, with Superfection, reports 7,000 quarts per acre the first year.

The Iowa Experiment Station reports yields as large or larger than Ohio.

The Kentucky Experiment Station reports, with irrigation, 14,000 quarts per acre the first year with both Superfection and Gem.

From Alabama Mr. Alfred M. Borman, of Jefferson County, writes, "In April I ordered 100 Superfection plants from you and used the sawdust mulch system described in your catalog. These plants have grown and produced beyond all expectation. I am very well pleased with them and the sawdust mulch system."

The Ohio Station report states that the latest developments in everbearing strawberry production demonstrates that the largest yields, greatest ease and economy of operation and highest profits are to be secured by following a 4-row bed type planting system. (See diagram and picture.)

In this system the plants are set one foot apart in rows which are one foot apart. A two foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August, which are maintained during the remainder of the season.

The plants should be set just as early in the spring as the land can be prepared —late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any, must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

All blossoms which develop on the new set plants should be removed until early June or a week or two later if plant growth has not been quite vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during late summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation. All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

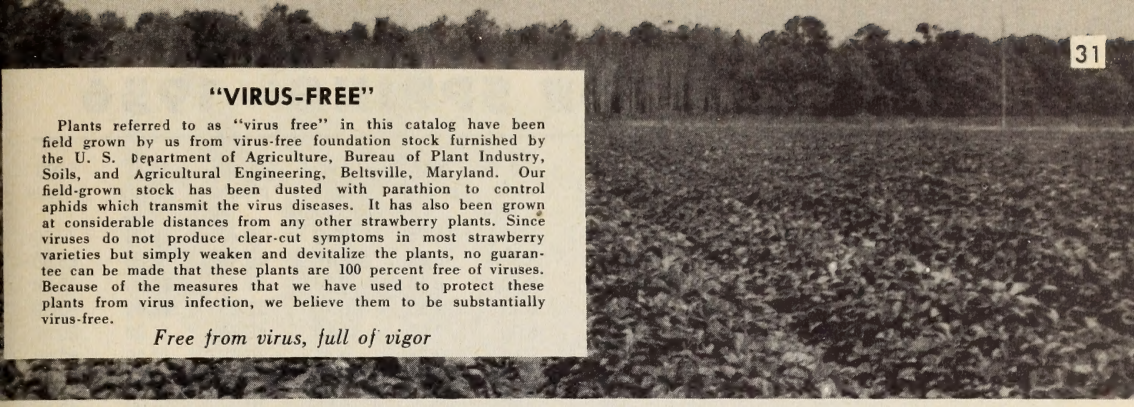
"The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained."

The spaced-plant sawdust mulch system comes high per acre, with more plants and much hand labor required, but numerous Ohio growers have demonstrated in small and medium sized plantings that a carefully managed patch will give high profits.

"VIRUS-FREE"

Plants referred to as "virus free" in this catalog have been field grown by us from virus-free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils, and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear-cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100 percent free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus-free.

Free from virus, full of vigor



VIRUS VIGOR—Freedom from virus has added so much to the vitality and growth of strawberry plants that we are moved to suggest something that we have always fought against. If you do not have other strawberry plants to furnish you berries for the table this year, why not leave a cluster or two of blossoms on the strongest of your new plants? This will give you some berries to use this season as well as show you what some of the newer varieties look and taste like. By setting the plants a little closer you should be able to have these berries and still produce a good fruiting bed for the following season if growing conditions are favorable. Do not try this extensively unless you have very good springy soil or some kind of irrigation available.

INSTRUCTIONS TO PURCHASERS

Terms. Cash with order. Remit by money order, bank draft or cash in registered letter. No C.O.D. shipments without part payment.

Packing. No extra charge made for packing at prices quoted on page 32.

Time of Shipment. We ship plants from October 25th to June 1st. See paragraph on page 25, "When should plants be set?"

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants ordered.

WHEN TO ORDER HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. Plants will be reserved for you. Write plainly so that we can get your name and address correctly for prompt acknowledgement of order and delivery of plants. Be sure to fill in your County on the order sheet.

Express—Cheaper on shipments of 3,000 plants or more and on 2,000 plants in the 5th postal zone or farther. Transportation charges can be collected at time of delivery. There is a minimum express charge of 1.80 on any size shipment.

Parcel Post.—Generally cheapest and most satisfactory for all shipment up to 1,000 plants everywhere, and on larger shipments up to 2,000 plants in the 4th postal zone or nearer. Parcel post charges depend upon weight of shipment and postal zone. On parcel post shipments be sure to include postage figured from the tables and guide below. Send enough postage as an excess wil be returned to you. C.O.D. shipments require from 40c to $1.00 additional postage for that service and often delay delivery. COLLECTIONS offered on pages 28 and 29 are prepaid and no postage need be sent for these.

WEIGHT OF PLANTS

25 plants 1 lb.
100 plants 4 lbs.
500 plants 20 lbs.
1000 plants 40 lbs.

Late Shipments. All plants ordered shipped after May 15th will be packed and shipped in best possible condition but at purchaser's risk.

Our Guarantee. We guarantee all plants ordered shipped before May 15th to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insect, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

RATE TABLE

Zone	1st Pound	Each Additional Pound
2nd	23 cents	4 cents
3rd	23 cents	5 cents
4th	24 cents	7 cents
5th	26 cents	9 cents
6th	28 cents	12 cents
7th	30 cents	15 cents
8th	32 cents	18 cents

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland, you are in zone indicated. If convenient, ask your Postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Penna., Philadelphia, Penna., Hagerstown, Md., Charlottesville, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Penna., Roanoke, Va., Wilmington. N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes Chicago, Ill., St. Paul, Minn., St. Louis, Mo., Little Rock, Ark., New Orleans, La.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Texas, Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

PRICE LIST FOR SPRING — 1956

	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants	5000 plants
Early Varieties									
* ALBRITTON	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
* BLAKEMORE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	65.00
* DIXIELAND	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
DORSETT	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	80.00
EMPIRE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
* FAIRFAX	1.30	2.20	3.50	6.15	7.85	9.45	10.95	17.50	80.00
FLORIDA 90	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
* HOWARD 17	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
* KLONDYKE	.85	1.35	2.20	3.85	4.95	5.95	6.85	11.00	50.00
* KLONMORE	.85	1.35	2.20	3.85	4.95	5.95	6.85	11.00	50.00
* MIDLAND	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
* MISSIONARY	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
* PREMIER	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
* SEN. DUNLAP	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
* STELEMASTER	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
* TENNESSEAN	.85	1.35	2.20	3.85	4.95	5.95	6.85	11.00	50.00
* TENN. SHIPPER	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
Midseason Varieties									
BIG JOE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	75.00
* CATSKILL	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
FAIRLAND	1.40	2.30	3.70	6.50	8.35	10.00	12.00	18.50	85.00
* POCAHONTAS	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
TEMPLE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	75.00
Late Varieties									
* ARMORE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
ERIE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
FAIRPEAKE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
* KARDINAL KING	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	70.00
* MASSEY	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
* ROBINSON	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	70.00
* SPARKLE	1.30	2.20	3.50	6.15	7.85	9.45	10.95	17.50	80.00
* TENN. BEAUTY	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
* VERMILION	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
Very Late Varieties									
* REDSTAR	1.35	2.25	3.60	6.30	8.10	9.70	—	—	—
AMBROSIA	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	70.00
Everbearing Varieties									
GEM	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	130.00
RED RICH	5.00	8.50	15.00	27.00	39.00	—	—	—	—
SUPERFECTION	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	130.00

*** Our plants of these varieties are grown from virus free stocks.**

W. F. ALLEN COMPANY
SALISBURY, MARYLAND

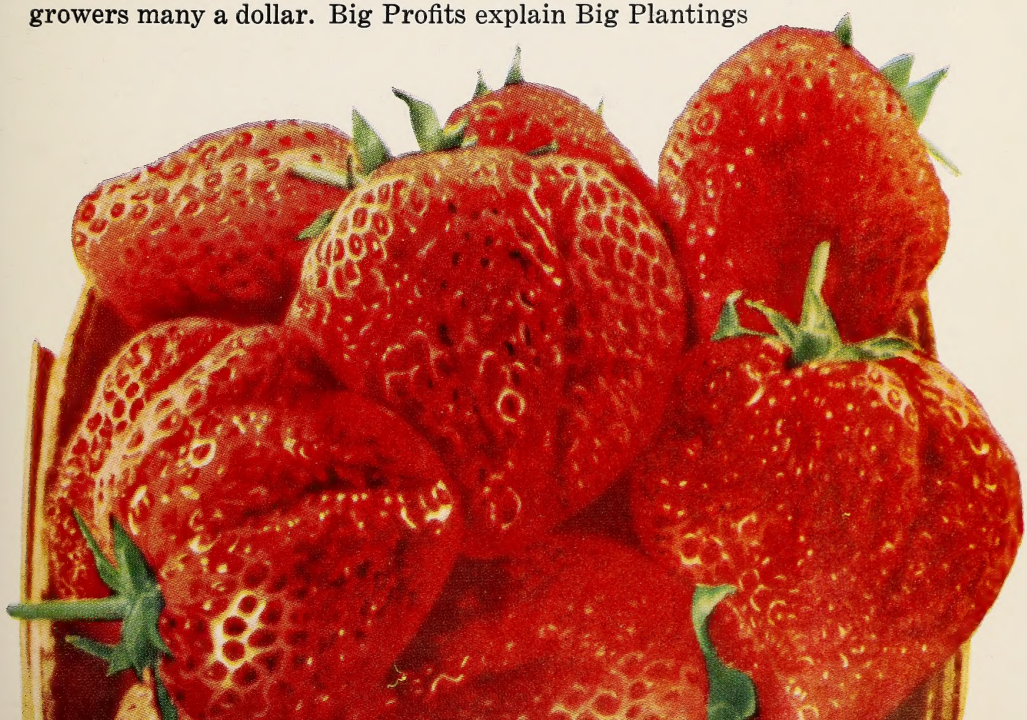
All plants f.o.b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety, write for quantity rate.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND EARLY OCTOBER.

Allen's Plants Healthy, well-rooted, true to name Superior Plants make Successful Plantings

Robinson Large size and bright color have made for growers many a dollar. Big Profits explain Big Plantings



Premier The Frost Proof
Berry. Sure Crops—Big Crops

W.F.ALLEN Company

SALISBURY • MARYLAND

Catskill Amazing productiveness —
King of the midseason kinds